

ADJUSTABLE DISPLAY BASE**ABSTRACT**

An adjustable display base primarily for use in retail stores such as supermarkets to hold merchandise. The adjustable display base includes four equal
5 frame members, located at the corners of the device, that support the merchandise. The base can expand at least in the x- and y-directions to accommodate merchandise of various sizes. A system of telescoping dowels and legs permits such expansion. Expansion in the z-direction is also possible. A removable center plate, supported by the frame members, provides a flat surface in the horizontal (x-y)
10 plane for supporting merchandise. The display base is mobile, permitting the merchandise to be moved easily without having to remove the merchandise from the base. Casters enable such movement of the display base.